MAR 1 3

R J Reynolds
Tobacco Company

LORI O'CONNOR
Winston-Salem, NC 27102
910-741-3019

Don/Lori may attend 1 or 2
Present to Mgrs -
RBDI presents to all
Div.

SENT VIA AIRBORNE MAIL
March 12, 1997

TO: Bill Roth
Rich Kane
Jay Loftin
Larry Poole
Peter Schmidt
Mark Young
Jim Piscitelli

FROM: Lori O'Connor

SUBJECT: 1997 Pricing Strategies

Gentlemen,

Enclosed is the 1997 pricing presentation. Please forward a list of scheduled meetings to the sales area. Include division meeting dates, and if a separate meeting is being held for KAM's and AM's also include this date.

The expert system will be programmed with the new changes regarding CTS values and new grids on April 1st. Please make every attempt to complete your meetings by April 11th.

Should you have any questions please contact me.

Sincerely,

Lori

97007DI.doc

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